

The Market's Smartest High-Speed Blender: the New Blendtec Designer 725

*Faster, Smarter & Safer Than Other Home Blenders – 100 Speeds
at Your Fingertips & More*

CHICAGO (March 15, 2014) – High-speed blenders just got faster, smarter and safer with the new Blendtec Designer 725 – the world's most powerful home blender and the first with 'blender with a brain' features like a 100-speed touch slider that allows users to change speed with the swipe of a finger to create the perfect blend.



Available immediately at www.blendtec.com, the \$649 Blendtec Designer 725 is a 1700 watt super-machine that delivers the commercial-quality power and speed needed to blend even the toughest ingredients like ice and frozen fruit safely, quickly and evenly. It also introduces exclusive SmartBlend technology that provides never-before-available control over the blending process, a full-text digital display that delivers blending tips and other guidance for getting the most out of the appliance, new engineering that makes the machine one of the quietest commercial-grade home blenders on the market, and even rewards for reaching specific usage thresholds.

Whether you're making smoothies, juicing produce, grinding coffee beans, whipping cream, making nut butters, grinding grain for bread, inventing a new salsa, or preparing soup to serve hot out of the jar, this next-generation Blendtec changes the high-speed blender game forever.

Blend It Your Way

The Designer 725's unique **100-speed capacitive touch slider** allows users to fine-tune blending speeds to suit each session simply by moving a finger over the touchscreen. The slider also offers visual cues indicating when the motor is at the right speed for stirring, chopping, mixing, blending or pureeing. Touch the Multi-Speed Pulse icon, and you can use the slider to reach any of **100 pulse speeds** – or change speeds mid-blend – to achieve the precise consistency you're looking for.

The latest generation of Blendtec's home blender also gives you more control over the machine's pre-programmed blend cycles, which are calibrated to whip up smoothies, salsa, ice cream, soups and whole juices using pre-set blend times and speed patterns with the press of an icon. A new **"Add 10" feature** on the Designer 725 lets you add time in 10-second intervals until the texture is tailored to your tastes.

Learn New Blending Tricks

The Designer 725 also uniquely serves up **blending tips** in direct response to your usage habits. After you use the Soup cycle, for example, it will display suggestions such as "Also good for syrups and fondues" and "Press 'Tap for More' for hotter soup" on the digital readout to help you become a blendmaster.

The digital display also acts as a **quick-start guide** to familiarize new Designer 725 owners with the features and capabilities of the blender. Upon startup, the display walks users through setup on a step-by-step basis that eliminates the need to jump back and forth with a user manual. Users can revisit the information at any time to be sure they get the most out of their machine.

The Blendtec Designer 725 is truly the blender with a brain. Our exclusive SmartBlend technology senses and identifies potential problems that could interfere with the perfect blend—including loading errors, overheating, or air pockets—and then tells users how to fix them.

Earn Rewards for Blending

An innovative **BlendRewards feature** also enables the Designer 725 to track the number of blends and inform users on the digital display when they have earned rewards such as exclusive recipes and Blendtec kitchen accessories. Rewards can be redeemed online or through the Blendtec mobile app. The more you blend, the more you earn.

Blend Safe & More

The Designer 725 also offers all the features that set Blendtec machines apart from every other high-speed blender, including a **patented blunt safety blade** that is 80% thicker and 10 times stronger than competitors' blades for safe use and cleaning; , a **plunger-free, easy-clean BPA-free jar** with a patented design that circulates ingredients efficiently to prevent blending bottlenecks; a **hardened metal drive socket** connecting the jar to the blender base that eliminates the breakable plastic part used by other manufacturers; and a **flat control panel** that prevents the mold and bacterial growth common on plastic knobs and levers.

'Feed Your Passion' at IHA

Blendtec will be exhibiting its new Designer 725 in Booth #L12731 in the Wired + Well Expo at the International Home + Housewares Show opening today at McCormick Place in Chicago. Visit the booth to "Feed Your Passion" with demos and recipes from Blendtec founder and chief engineer Tom Dickson; raw food chef and spa director Nina Curtis; Neiman-Marcus Atlanta Executive Chef Idris Muhammad; Blender Babes CEO Tarashaun Hausner; Sweat 4 Sweets bloggers and elite triathletes Ashley Paulson and Kristi Stocking; and DNA Cycling-K4 Racing Team racers Amy Thornquist and Mikayla Lyman.

About Blendtec

Blendtec designs and manufactures the world's safest and most powerful high-speed commercial and residential blenders. All Blendtec blenders are designed and assembled in the USA at the company's Orem, Utah facility. For more information, visit www.blendtec.com.

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